

ASSURANCE OF LEARNING

Assessment Report

Program: MBA (Hayward)

Term: Spring 2018

Learning Objective	1A: Students who graduate will identify global business opportunities, analyze global business challenges, and develop business strategies.
Mapped Course	BUS 693: Seminar in Strategic Management
Campus	Hayward
Curriculum Alignment	This is a core course of the MBA program. This course is an integrative capstone experience in which students learn to conduct a strategic situational analysis, identify strategic alternatives, and write an implementation plan for a strategic initiative. Real world organizational opportunities relating to globalization, innovation and sustainability will be emphasized in this course.
# Participating Faculty	1
Methods & Procedures	Students submitted individual written reports. Faculty assessed using the MBA Globalization rubric. Written assignment reflected student work using the Global DNA Capsim simulation.
Assessment Tool	CBE Developed Rubric (<i>see end of report</i>)
Performance Targets (2)	1. 75% of students will meet expectations. 2. Less than 10% of students will score "1" (below) on any "trait" in the rubric.

Data Analysis Summary

There are two targets set for this learning objective, (1) 75% of students will meet or exceed expectations; and (2) less than 10% of students will score "1" (below expectations) on any "trait" in the rubric. Overall, 62% of students met expectations on the learning objective, missing the set target by 13%. Less than 10% of students scored below expectations on each of the individual traits.

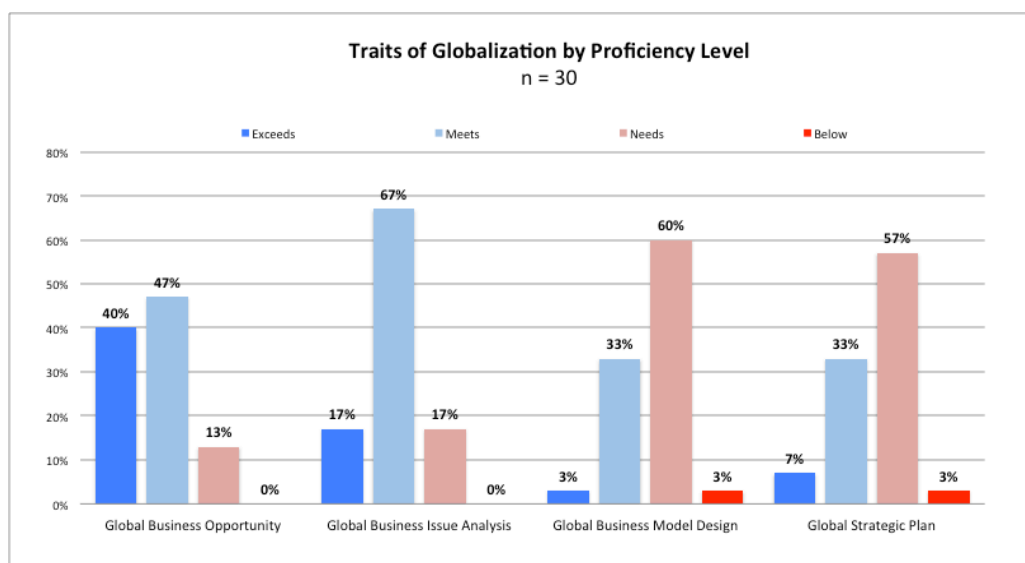
n = 30	Global Business Opportunity	Global Business Issue Analysis	Global Business Model Design	Global Strategic Plan
Meets Expectations	87%	84%	36%	40%
Does Not Meet Expectations	13%	17%	63%	60%
Total	100%	100%	100%	100%
Overall Score	62%			

Assessment Scores by Individual Traits

Assessed Traits n = 30	Meets Expectation*	Below Expectation**
Trait 1: Global Business Opportunity	87%	13%
Trait 2: Global Business Issue Analysis	84%	17%
Trait 3: Global Business Model Design	36%	63%
Trait 4: Global Strategic Plan	40%	60%
<i>* Meets expectations = Meets expectations + Exceeds expectations</i> <i>** Below expectations = Needs improvement + Below expectations</i>		

Detailed Assessment Scores by Individual Traits

By Individual Traits	Global Business Opportunity	Global Business Issue Analysis	Global Business Model Design	Global Strategic Plan
Exceeds	40%	17%	3%	7%
Meets	47%	67%	33%	33%
Needs	13%	17%	60%	57%
Below	0%	0%	3%	3%



**Percentages may not add to 100% due to rounding.*

Highlights

- Performance Target 1 Not Met: Overall score (62%) is 13% under 75% set target.
- Performance Target 2 Met: Less than 10% of students scored “1” on each trait.
- Students scored particularly well on Traits 1 & 2: Global Business Opportunity and Global Business Issue Analysis.
- Significant percentage of students fell under needing improvement for Traits 3 & 4: Global Business Model Design and Global Strategic Plan.

Globalization Rubric

LO1A: Globalization				
Traits	Exceeds Expectations (4 pts)	Meets Expectations (3 pts)	Needs Improvement (2 pts)	Below Expectations (1 pt)
Trait 1: <i>Global Business Opportunity</i>	Identifies a business opportunity addressing a global issue	Identifies a business opportunity that partially addresses a global issue	Identifies a business opportunity that does not address a global issue	Does not identify a business opportunity in a global context
Trait 2: <i>Global Business Issue Analysis</i>	Identifies a complex global business issue and insightfully analyzes it from cultural, economic, political, technological and environmental perspectives	Identifies a complex global business issue and analyzes it to some degree from cultural, economic, political, technological and environmental perspectives	Identifies a complex global business issue and analyzes it to at a rudimentary level from one or more cultural, economic, political, technological and environmental perspectives	Identifies a complex global business issue but does not analyze it a cultural, economic, political, technological and environmental perspective
Trait 3: <i>Global Business Model Design</i>	Presents all elements of an innovative business model in a global context	Presents most but not all elements of an innovative business model in a global context	Presents some elements of an innovative business model in a global context	Presents one or less of the elements of an innovative business model in a global context
Trait 4: <i>Global Strategic Plan</i>	Identifies an integrated strategic approach to pursue a global business opportunity	Identifies some elements of an integrated strategic approach to pursue a global business opportunity	Identifies a rudimentary integrated strategic approach to pursue a global business opportunity	Does not identify an integrated strategic approach to pursue a global business opportunity

source: Developed Internally - CBE - Revised 2016

End of Report